

# Global Online Gambling Industry - Porter's Five Forces Analysis 2021

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## Abstracts

One industry that has seen a surge in growth during this COVID-19 pandemic has been the online gambling industry. Online gambling has always been one of the biggest and most rapidly expanding sectors of the global gambling industry. The pandemic and the lockdown that followed led to a sudden surge in visitors to casino and gambling websites. In fact, due to people sitting locked up in their homes and not having anything exciting to do, many tried their hands at playing online slots or other live dealer games. Many online casino sites found new subscribers, while the regular players also made it a point to play online, marking a paradigm shift in the way the traditional gambling industry used to function.

Aruvian Research analyzes the Global Online Gambling Industry in Michael Porter's Five Forces Analysis. The Porter's analysis analyzes the industry through the bargaining power of buyers and suppliers, the competitive rivalry in the industry, the threat of new entrants to the industry and the threat of substitutes to the industry.

Apart from the Porter's analysis, the report also includes a brief analysis of the global online gambling industry as well.

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